

INNOVATION CHALLENGE FINALISTS

The California Health and Human Services Agency (CHHS) and the California Department of Public Health (CDPH) announced in August the Let's Get Healthy California "Innovation Challenge" to engage and empower people to work together toward improving the health of their community and the state. The following finalists displayed the creative thinking, enthusiasm, and community partnership that Let's Get Healthy California seeks to highlight.

HEALTHY BEGINNINGS

Moderator: Regan Foust, PhD, Lucille Packard Foundation for Children's Health

Bright Beginnings

Ventura County Public Health, Ventura County

Ventura County's Bright Beginnings Program helps establish a strong start for mothers and their newborns. Through home visits provided by Public Health Nurses (PHN), mothers receive breastfeeding support and education, screening for postpartum depression, linkage to resources and education on interconception care. As one Bright Beginnings graduate commented, "I'm so grateful for the assistance and warm support I received. The expert advice from my PHN was invaluable. While you can certainly find helpful lactation resources online, there is nothing quite like having a professional come to you to provide advice tailored to the issues you and your baby are experiencing."



**VENTURA COUNTY
PUBLIC HEALTH**
A Department of Ventura County Health Care Agency

Building Broccoli Smiles Through Food Literacy

Food Literacy Center, Sacramento, Sacramento County

Food Literacy Center's mission is to inspire kids to eat their vegetables. We teach low-income elementary children cooking and nutrition to improve health, economy, and environment. The nonprofit was founded in 2011 to help children develop healthy and sustainable eating habits.

We offer smart strategies to prevent childhood obesity. To be the best at what we do, we are highly focused. We operate two core programs, which make a scalable and replicable solution to the problem: 1) teaching food literacy to low-income elementary students, and 2) training community members as food literacy instructors through our Food Literacy Academy.



Collaborative Partnerships and Environments for Early Childhood Obesity Prevention and Health Promotion

Healthy & Active Before 5, Contra Costa County

Healthy & Active Before 5 (HAB45) is a countywide collaborative of 80 organizations serving low-income families with young children. In our mission to prevent early childhood obesity, we are guided by an Executive Committee of leaders in childcare, early childhood development, healthcare, WIC, and public health. In partnership with local agencies, HAB45 advances innovative strategies to improve food and activity environments for young children. These strategies are guided by our Action Plan that emphasizes the importance of making local changes to create opportunities for healthy eating and active living for all families with young children.



**Healthy + Active
Before 5**

Healthy Babies are Worth the Wait Community Program

March of Dimes, Barstow, Victorville, Apple Valley, Hesperia, and Adelanto, San Bernardino County

The March of Dimes Healthy Babies are Worth the Wait® (HBWW) community program is a preterm birth prevention initiative driven by a local board of stakeholders. Through partnerships and collaborations among hospitals, health departments and community organizations, HBWW provides education for patients, providers and the greater community on the problem of preterm birth and strategies for reducing risk. Multiple evidence-based interventions are bundled together to address each community's most salient issues. Efforts are focused on results and include process and outcome measures. The first California HBWW program has been recently launched in the High Desert communities of San Bernardino County.



LIVING WELL

Moderator: Larissa Estes, DrPH, Prevention Institute

Ending Hunger in Orange County

Waste Not OC, Anaheim and Orange, Orange County

Waste Not OC is a public-private partnership formed with the goal of eliminating hunger and reducing food waste. The Coalition is reaching out, educating, and partnering with foodservice distributors/operators and retailers to facilitate the donation of surplus food to local food banks and pantries, thus reducing food waste in landfills. The overall vision of the Coalition is to end hunger in Orange County using a three pronged approach: educate the community about food donations, identify food insecure individuals, and connect those individuals to sources of food.



Growing Healthy Habits

A Community Garden Model – Yolo County Health and Human Services Agency, Woodland, Yolo County

The Hanna and Herbert Bauer Memorial Community Garden is a place where the community can learn to grow food, understand the role of gardening in healthy eating and local agriculture, and improve their wellbeing. The garden programs include free gardening and nutrition classes offered regularly, 32 community plots that are actively gardened by residents, and programming to engage youth in gardening and nutrition. Our success comes from the strong partnerships with community agencies, dedicated residents who grow food for their families in the garden, and committed, knowledgeable staff at the Yolo County Health and Human Services Agency Community Health Branch.



INNOVATION CHALLENGE FINALISTS

The Livability Index: Great Neighborhoods for All Ages – AARP



The Livability Index scores neighborhoods across California and the U.S. for services and amenities that impact residents' lives the most. This online tool provides a snapshot of how well a community meets the current and future needs of people of all ages.

Using seven categories of livability including housing, neighborhood, transportation, environment, health, engagement, and opportunity, the tool identifies gaps between what people want and need and what their communities provide. Community leaders can then set goals that support independent living through planning, design, and services so that residents of all ages can stay active and engaged in their communities.

Skid Row Healthy Food Micro-Enterprise Project

Los Angeles Community Action Network, Los Angeles County

In a community facing the most extreme poverty and concentrated homelessness in the country, the LA CAN Skid Row Healthy Food Micro-Enterprise Project will respond to the community's food desert conditions by operating the only low-cost organic produce market in all of Downtown, a rooftop garden program that includes training, nutrition education, and healthy recipe demonstrations (the only in Skid Row), and micro-enterprise training programs to ensure the food access projects are operated by Skid Row residents and can be replicated throughout and beyond the community.



Vendors for Health

Cultiva La Salud, Public Health Institute, Southeast Fresno, Fresno County

Vendors for Health is a fledgling innovative program in Fresno developed by Cultiva La Salud, a program of the Public Health Institute. At the core of this pilot project is the intent to increase access to healthy foods, food desert neighborhoods, by working with existing food vendors and converting them to becoming "healthy" food vendors. By removing unhealthy food while increasing access to healthy food we can support healthier diets and ultimately reduce the onset of chronic disease. The additional benefit is the creation of small business opportunities for local, low-income residents- linking business to public health and prevention.



END OF LIFE

Moderator: Lora Connolly, California Department of Aging

Advance Care Planning Initiative (ACPI)

Coalition for Compassionate Care of California, UCLA Health, Los Angeles, Los Angeles County



Designed through a partnership between UCLA Health and the Coalition for Compassionate Care of California, the Advance Care Planning Initiative (ACPI) is developing and testing a comprehensive advance care planning model to ensure a person's healthcare preferences are recorded and honored during critical times in care. The ACPI aims to create and foster the culture, skills and infrastructure to support and guide effective and compassionate personalized communication and documentation of health care goals. This model is currently deployed in select departments within UCLA Health and is intended to be a replicable model for health system-based advance care planning throughout California.

The Medical-Legal Partnership for Seniors (MLPS)

University of California, San Francisco/University of California, Hastings, Consortium on Law, Science & Health Policy, San Francisco, San Francisco County

MLPS is an interprofessional collaboration that aims to improve the health and independence of vulnerable older adults in the community by integrating legal assistance into clinical care. UC Hastings law students and faculty provide free, comprehensive advance care planning to low income older patients referred by UCSF and VA providers. Comprehensive advance care planning in the MLPS model tackles patient needs for long term and end of life care upstream by addressing medical, financial, legal, and social needs in an integrated and individualized fashion. Patients receive legal assistance onsite at medical clinics or in their homes.



PREPARE

How to Make Advance Care Planning Easier, University of California, San Francisco, San Francisco County

PREPARE is a publically available website that teaches people, through an easy 5-step process, to identify their values and goals for medical care and to communicate this information to loved ones and clinicians. PREPARE also creates a tailored Summary of My Wishes that can be shared with clinicians and loved ones and used to start discussions about advance care planning. PREPARE was designed with and for people from culturally diverse backgrounds to be easy to use. It is available in English and Spanish, written at a 5th grade reading level, and includes voice-overs of text and closed captioning of videos.



INNOVATION CHALLENGE FINALISTS

REDESIGNING THE HEALTH SYSTEM

Moderator: Margie Powers, Pacific Business Group on Health

Clinic in the Park

OneOC, Anaheim, Costa Mesa, Irvine, Santa Ana and Tustin, Orange County

Connect • Screen • Educate. Using public space, Clinic in the Park at the OC Great Park Farmers Market and satellite venues is an innovative, collaborative, replicable model adaptable to nontraditional sites. The Clinic offers one-stop shop services to: 1) connect children to health services, public benefits, and resources; 2) provide safety net screenings; 3) deliver health education. The Clinic brings health care into the community for children facing health disparities. The Clinic builds family capacity to improve their health by including the "New Health Vital Signs" – health literacy, food security, education and connections to resources including a medical and dental home.



MobileMAMA Text Program

Harbor-UCLA Medical Center, Los Angeles County Department of Health Services, and the Robert Wood Johnson Foundation Clinical Scholars Program, Los Angeles, Los Angeles County

MobileMAMA – an innovation of the Los Angeles County Department of Health Services – leverages mobile health technology and patient engagement to improve care coordination among prenatal patients in the safety net. Pregnant women need access to both medical and social services to achieve optimal birth outcomes; however, the network of community based organizations providing social services is fragmented and difficult to navigate. Community-partnered methods were used to develop MobileMAMA to improve care coordination among prenatal patients. Patients send text messages in real time to continuously inform health care providers about social service referral completion and the quality of care coordination.



Santa Rosa Community Health Centers Care Coordination Program

Santa Rosa Community Health Centers (SRCHC), Santa Rosa, Sonoma County

The program provides intensive medical and social care management for chronically ill individuals as a strategy to increase health care access, improve health outcomes, reduce ER and hospital utilization, and lower health system costs. Care Coordinators work closely with program participants to manage their care across settings, connect them with benefits and services, answer questions, and engage them in a primary medical home. The program creates a safety net of community and medical support services for vulnerable patients across the spectrum of care, from prevention and early intervention to coordination at the highest end of the utilization curve.



CREATING HEALTHY COMMUNITIES

Moderator: Karen L. Smith, MD, California Department of Public Health

A Culture of Health: Creation of the Healthy RC Steering Committee

City of Rancho Cucamonga, Healthy RC, Rancho Cucamonga, San Bernardino County

Healthy RC is a City-community partnership taking a comprehensive approach to improving community health, from policies that make the healthy choice the easy choice, to programs that provide knowledge and skills for a healthy lifestyle. The Healthy RC Steering Committee was created to engage residents, local businesses, school districts, City officials and staff, non-profit organizations, healthcare professionals, and developers in empowering the community to be the healthiest it can be. The formulation of the Healthy RC Steering Committee gives the community a voice to identify needs, provide solutions, and drive the future of Rancho Cucamonga's culture of health.



Active Design Guidelines and Icon

Sacramento, Sacramento County

Sacramento County is one of the pioneers having introduced Active Design into a comprehensive array of building and planning policies, specifically the zoning code adopted in July 2015. This effort was spearheaded by a dynamic cross-sector health team called "Design 4 Active Sacramento" (D4AS), under WALKSacramento. D4AS utilized their broad and unique expertise, mobilized local networks, and leveraged the timing of new policies to create a healthier future for the county and region. The team successfully codified Active Design strategies within housing, zoning, and design guidelines, ensuring that health is a primary component for development in the county.



Live the Challenge

Building Healthy Communities South Kern, Arvin, Lamont, Weedpatch, and Greenfield, Kern County

Each year everyone who lives, works, and plays in South Kern is challenged to make one healthy change for 100 days. Since 2009, thousands of residents and community partners have chosen to "Live the Challenge" and join this community effort. To celebrate the end of this challenge, participants run through the communities of South Kern in a 5K/10K Fun Run. In addition to improving their own health, hundreds have taken further steps to engage with Building Healthy Communities South Kern in changing policies, systems, and environments resulting in a healthier South Kern.



BUILDING HEALTHY COMMUNITIES
CONSTRUYENDO COMUNIDADES SALUDABLES
SOUTH KERN • SUR DE KERN

INNOVATION CHALLENGE FINALISTS

Walk With Friends

Health Education Council, South Sacramento Valley Hi Neighborhood, Sacramento County

In the South Sacramento Valley Hi neighborhood, the Health Education Council leads the Healthy Eating Active Living (HEAL) Zone initiative. With support from Kaiser Permanente, the HEAL Zone facilitates the Walk with Friends program which helps Resident Champions lead weekly walking clubs at public parks. Residents of all ages and ethnicities gather to walk and participate in group exercise. Recent measures indicate a 274% increase in the usage of the parks since the HEAL Zone initiative began in 2011, which has led to an increase in neighborhood cohesion, safety and community pride- all of which improve the health of the community and its residents.



LOWERING THE COST OF CARE

Moderator: Jeffrey Rideout, MD, Integrated Healthcare Association

Care Transitions

Partnership HealthPlan of California, Northern California

This innovation designed by Partnership HealthPlan focuses on reducing readmissions and transitions of care in the Medi-Cal program. The project partnered with several sites within their provider network to introduce a Care Transitions Pilot Program. The program uses an evidence based model and a newly developed assessment tool. In the first year, the program resulted in 13 percent of participants readmitted in contrast to the expected average rate of 20 percent readmissions. The resulting savings yielded a return on investment of 2.7 percent. Due to increased savings seen in the first year of the pilot, the program was expanded from three to 12 sites.



Improving Healthcare Quality & Safety While Reducing Costs Through Clinical Pharmacy Service Integration

University of Southern California School of Pharmacy and AltaMed Health Services, Los Angeles County and Orange County

The purpose of this innovation is to improve healthcare quality, medication safety, and reduce overall healthcare costs for high-risk, underserved populations by integrating comprehensive medication management (CMM) provided by pharmacists in patient-centered medical homes. Over 6,000 patients receiving primary care from AltaMed Health Services were enrolled. Pharmacists identified and resolved 11.6 medication problems per patient. Healthcare quality measures were significantly better among enrolled patients, and unadjusted hospitalization rates for high-risk patients at 30, 60, and 90 days post discharge were significantly lower than rates for the propensity-matched cohort. Utilization reductions yielded cost-savings of \$3.06m-\$9.94m over three years.



Increasing Tdap Vaccination Among Pregnant Medi-Cal Women In Los Angeles County

Los Angeles County Comprehensive Perinatal Services Program, San Fernando Valley, Los Angeles County

Los Angeles County (LAC) Comprehensive Perinatal Services Program (CPSP) collaborated with a medical clinic to increase Tdap vaccination rates among pregnant women. The clinic's vaccination policy and staff knowledge regarding pertussis and current recommendations were assessed. The CPSP team used evidence-based interventions, including staff education and development of a toolkit composed of a tracking tool, standing orders, a letter from the County Medical Director, and educational materials. Partnerships were developed with LAC Immunization Program, who supplied free Tdap to the clinic through the State General Fund. The baseline Tdap vaccination rate was 2% (1/57). The final rate was 76% (56/74).



RxSafe Marin: Marin County Prescription Drug Misuse and Abuse Initiative

Marin County Department of Health and Human Services, Marin County



Like most California communities, Marin County is facing an epidemic of prescription drug misuse and abuse. Opioid related Emergency Department visits, treatment admissions for addiction, and prescription drug related overdoses have more than tripled over the past decade—as have related medical costs. RxSafe Marin is a community coalition designed to reduce harm from prescription drug misuse and abuse, and to save lives. The RxSafe Marin structure supports integrated strategies between non-traditional partners, especially in law enforcement and healthcare that has led to a measurable decline in costly narcotic prescriptions and drug overdose events over a one year period.